

KEY FRAME



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Executive Summary

Proposal

When I was first approached to come up with an idea for a site I thought of what my core interests pertain to, music, movies, ect. Then I thought about the process I usually go through in order to decide on what movie I want to watch. I am a huge movie buff and I watch at least three movies a week. When I am trying to decide on what movie I want to watch I consider a few factors. It is not enough that the movie be in the right category that you might want to watch but it needs to be the movie that you are really in the mood for.

Solution

Before tackling this problem I looked to my competitors and target audience. Based on the factors determined from that research, I came up with a design and solution that would be the combination of what I liked in the other sites I used. I also took into account my target market and how they search.

What I succeeded in doing with my site Key Frame is making it easier for people to search for movies even if they don't know what direction start in or what to search for.

Introduction To The Project

For my project I would like to create an movie suggestion site that goes beyond the basic recommendations that other sites like GetGlue and Criticker give you. My site will not only have the design that these sites lack, it will give you the simplicity of starting nowhere and ending up somewhere. To start you will enter a favorite form of entertainment. From there you will be given a list of TV shows, music artists, movies that match that style. At this point the user will be able to decide what they want to delve further into, shows, music, or movies. At any point the user will be able to refine his/her profile by liking certain artists, actors, or musicians. This will further add to the refining of suggestions overall. At any point if the user wants to make a specific suggestion he/she can start with a mood and a genre and narrow down their search from the generated list made.

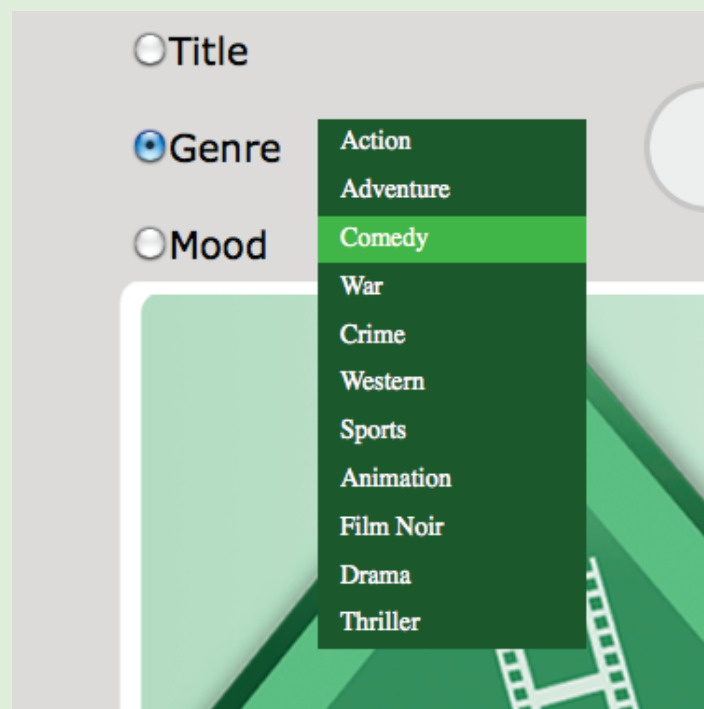
Where this site will differ from others is that it will not make you rate a certain quota of movies before starting to see suggestions and it will not force you to sign up. If a user just wants a quick suggestion, the site can be used that way as well. Any sign-ups that do occur however, will be done via Facebook or Twitter.

Project Goals

Goals

This site was intended to be useful for anyone between the ages of 13-70 to be able to search for a movie based off of two key factors, genre and mood.

- Develop a working search bar using PHP and MySQL
- Make a clear and concise design for the site that is simple yet effective.
- Develop a working filter system to take into account mood and genre.



Screenshot of the filter system on the Keyframe site.

Target Audience

My target audience will be that of the national market, targeting those from the age range of 13-70, of both genders. The younger audience in the range of 18-39 primarily frequent theatres more than any other age ranges. (MPAA 2010) This younger audience uses sites such as Facebook and Netflix for information about films and are relatively familiar with the suggestion style of the site I will be making. Box office sales have increased steadily over the years all around the world especially in Latin America. The age range for sites like Nanocrowd and Get Glue users stays between the 18-49 ranges, with a large quantity still belonging to those under 18. While there has been an increase in an older demographic for users on Facebook, the overwhelming majority is under 18. This is because they are the one's frequenting theatres and sites that suggest movies. There was an exception to this data where females in the age range of 35-49 where the most frequent visitors to the site Jinni.com. Sites like whattorent.com had an interesting peak in the 35-49 ranges. This could be do to the fact that the site is geared more towards a mature audience while the other sites either appealed to all age ranges or specific ones. One of the main take-a ways is that females are the main gender demographic that I should be targeting. Design aspects such as round buttons or large graphics seem to appeal to the user base of these sites. Users on sites like Netflix tend to be older; this could be due to the fact that Netflix is used more as a movie resource with its suggestion feature being secondary to its real purpose. According to statistics of Rotten Tomatoes it seems that more males like to look at the reviews of critics while females look for suggestions rather than educated reviews. The age range still stays within the 18-49 ranges primarily. This theory is upheld by the statistics for IMDB.com.

Target Audience Cont.

An audience like this responds to quick and easy functionality that can also be shared with their friends. Most of the younger age group will be more up to date with shows and movies they like and may find titles off of more specific searches, while those that are older will go for a more general genre search for example. Another note for the older audience is that they will want to have genres based off of their past searches generated for them so they can easily find a show or movie that they would like to see. Those that are younger are less likely to search out a site like this while the older demographic may need more guidance. The younger demographic will want to use the site more to show their friends what they like, rather than finding out for themselves what they might want to watch.

Competitive Analysis

Some of the sites I've looked at for reference are: Criticker, Get Glue, Nanocrowd, Taste Kid, and Jinni. These sites however, both lack design or organization, and lack the overall vision for what I have in my mind as a good entertainment suggestion site. Jinni takes a very interesting approach and gives you more of a freeform view based on mood, plot, genres, time period, praise, style, ect. GetGlue, to me lacks focus. It seems like it can't decide whether to be a wizard or a suggestion website. Taste Kid is very interesting because it takes everything you type in as a suggestion for any media that is related to your query. Sites like Criticker or Nanocrows lack usability and are very primitive in style and design.

The target market for this sort of site seems to be those that frequent social media sites and generally those who are very comfortable with the resources such as these, which are offered by the Internet. What I plan to accomplish with my site, is a resource that does not require any knowledge of site wizards such as the one's listed above to find entertainment suggestions in a quick and simple manner.



Proposed Solution

Wireframes

The original plan for this site was to basically divide the page into three parts:

- search bar
- Recently Viewed Movies
- Recent Reviews

The design and scope of the project was later simplified in order to finish by the deadline and simplify the user experience. The user performs a simple search and then all further information relating to their unique user ID is then stored on the index of the site.

Key Frame Logo

Register Log-In

Key Frame Logo

Search

Log-Out

Key Frame Search Bar

Go

Recently Viewed Movies By Users

Recent Reviews by Users

Paul just watched The Social Network

Ally just favorited Boardwalk Empire

Jimmy just rated American Psycho

Recently Viewed Suggestions

Similar Titles

Genres

Moods

Valley Girl

Heathers

Post-College

High School Dramas

Nostalgic

Euphoric

Friend Viewing History Feed

Related Lists

Paul just watched Malice

Andy just watched Falling Down

Top Ten Best High School Movies

Key Frame Logo

Search

Log-Out

Heathers

Movie Cover

Like

Description of Movie

At Westburg High, you're either a Heather or a nobody. And while Veronica Sawyer (Winona Ryder) may not be named Heather, she's a Heather in spirit, waging battles in the full-scale popularity war. But just when it all gets to be too much, she meets mysterious newcomer Jason (Christian Slater)

Cast: Winona Ryder, Christian Slater

Reviews Suggestions

Like Like Like Like

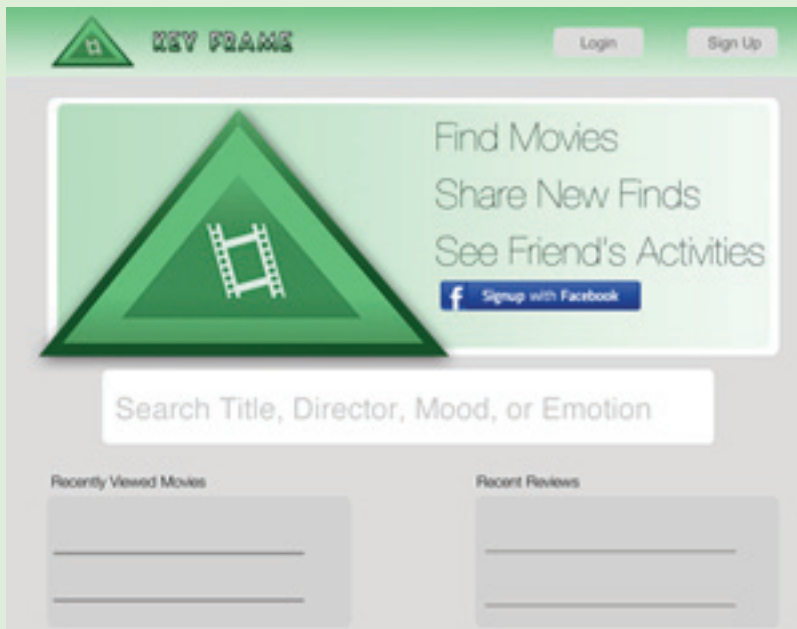
Related Lists

Top Ten Best High School Movies

Proposed Solution Cont.

Comps

Home



The homepage of the site acts as a dashboard for the users to see recent reviews and recently viewed movies. From here they search and find out what movie they want to watch. Their history is saved so they can re-view movies that they have already clicked on.

Info Page

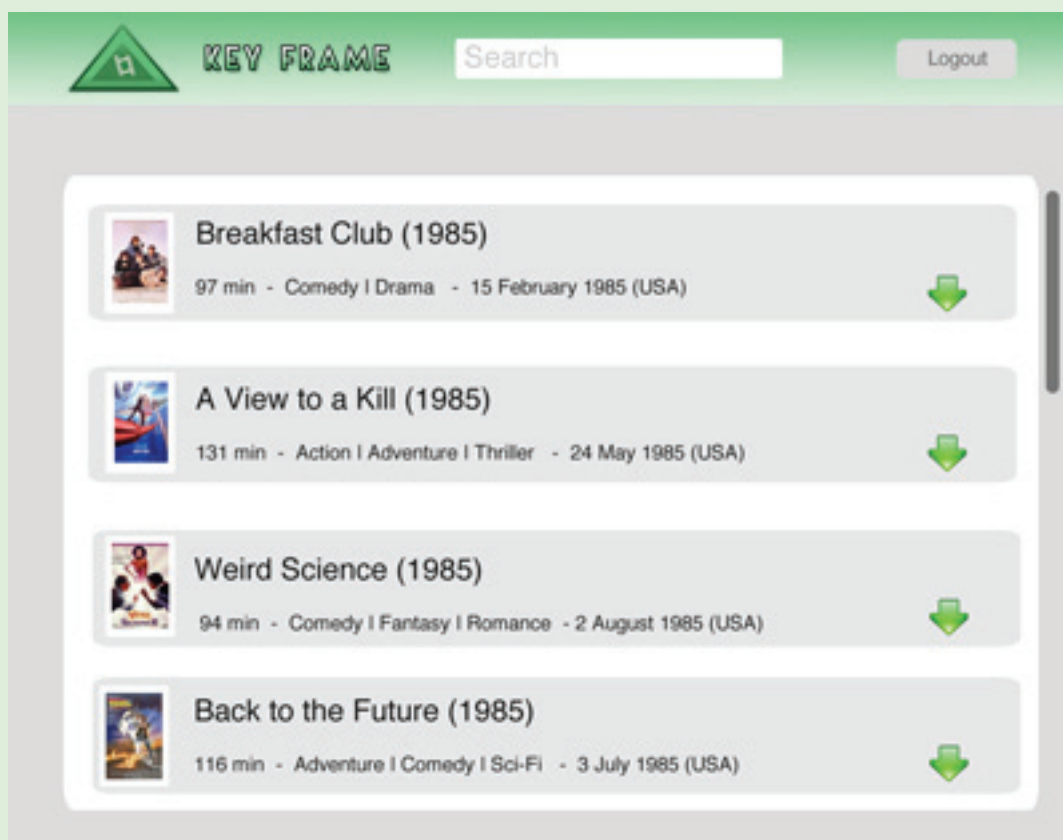


The info page lists information about the movie and contains a trailer so the user can preview the movie before they decide to watch it. All information on this page is generated dynamically by the database.

Proposed Solution Cont.

Comps

Search Results



Each search result is displayed in an accordion jQuery plug-in that shows a brief overview of the movie before you click to see more information.

Technical Aspects

Technical Feasibility

This project required in-depth knowledge of PHP. Most of the site's functionality revolves around a series of loops that either verify log-in information, or case statements with loops inside of them to connect to different tables in the database. Once each page is submitted the code uses an array master that echos out information from each row of the main "movies" table.

Project Milestones

The major milestones of this project included the implementation of user search history. This relates to the user ID and specifies the specific viewing history of the user.

Another major milestone was the user of search filtering. Each search is very customized due to the fact that the search bar not only accepts queries to the database for keywords, it also takes into account two other variables, mood and genre. This allows each search to take into account, base on my research, all important aspects one would look for when searching for a movie to watch.

Success Evaluation

Success of the Project

Key Frame successfully facilitates the needs of the user to find movies in a specific sub-genre that caters to their taste. When looking for movie that is bitersweet I found “Citezen Kane” and “Butterfly Effect” to be releavant to my interests because it was a mood that I was specifically interested in at the time I made that search.

Quality Assurance

The site has several checks set in place to make sure that each query made is valid. For example, if I search for something in the database that does not relate to the query or keywords I’ve entered, the site will return an error saying that the previous query did not match anything in the database. This ensures that the user does not get a blank page that leads to nowhere.

Key Frame also uses a verification system for logins to the site. If the user does not enter a valid user name and password, they will be prompted to register to the site.

Summary

I have always been a big movie buff and when you're constantly watching movies you will eventually go beyond the classics or new releases. At some point you will want to search for underrated movies or titles that you would have otherwise never heard of.

It is for this very reason that I built this site. When I look for movie I want not only a title that I'm interested in, but a ~~style~~ mood, or plot that I am in the mood for. What I found to be lacking in my competition was ease of use. Each site that I visited for my competitive research was either requiring that I register to the site and/or fulfill a quota of rated movies. This is the way that these sites calculate what movies you want to watch.

What I set out to create is a site that would offer that same web 2.0 feel of simple and straight-to-the point functionality that would serve it's purpose and nothing more. In the future I do plan to add more features to the site, but for the scope of this class I accomplished what I set out to do and made it usable for anyone who is coming to the site for the first time.

What I would like to add in the future is more social media intergration and more ways for the site to make itself useful for people demanding more information about the movie they are about to watch.

References

Get Glue - <http://www.getglue.com>

Taste Kid - <http://www.tastekid.com>

Jinni - <http://www.jinni.com>

jQuery - <http://www.jquery.com>